THE JOURNAL OF MODOK STUDIES

Volume One, Number Two

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The Journal of MODOK Studies, Volume One Number Two is published by Second Period Industries, Post Office Box 948, Athens, Georgia 30603. All unaccredited editorial content is by the Editor, George M. Tarleton. MODOK is owned by Marvel Comics and probably always will be, even if the Editor-In-Chief thinks he's totally someone else. MODOK was created by Stan Lee and Jack Kirby (with embellishment by Joe Sinnott) and first appeared in Tales of Suspense # 94, dated October 1967. MODOK stands for "Mental Organism Designed Only for Killing", which is totally awesome. This journal is published solely to promote the greatness of MODOK, and we're pretty sure that whole "fair use" thing covers everything printed in here. All work printed herein that was not generated by someone working for Marvel Comics is used by permission of the artist. Devlin Thompson came up with the "PlayMODOK" concept for the centerfold and designed the logo. Sam Henderson drew the greatest MODOK ever. Copies of this book are two dollars (American) postage paid from the address above. There are probably a lot of typos in here, though I hope there are less than last issue. If you are reading this, you're the greatest person ever.

Here we go again. . .

Welcome to the second issue of *The Journal of MODOK Studies.* By now you've probably figured out that that whole "published quarterly" thing was kind of a joke. Sure, there's still a chance that I can get two more of these out by the end of the year and still have enough left over to immediately do the January 2004 issue, but if I were you, I wouldn't hold my breath.

Pretty much the greatest toy ever is in stores right now. Those Hulk hands that you can wear so you look like the Incredible Hulk from the wrist down. They're amazing. Unfortunately, MODOK's not in the Hulk movie that's coming this summer, so we won't get the MODOK mask that I've always wanted. It'd just be a headband with some tiny arms and legs attached to it that you could wear on your normal sized head to make you look like MODOK. So many people would ask you out on dates if you were wearing one of those. Well, more people than would ask you out if you were wearing the Hulk hands, anyway.

Marvel keeps saying that they want to make an Iron Man movie, so you should all remember to write thousands of letters to Marvel *demanding* that MODOK be in the film. But they'd probably make him a vampire and have him played by Bronson Pinchot or something, so I guess the victory would be bittersweet. Still, Marvel's not ignoring the greatest thing Jack Kirby ever created for them. MODOK showed up in a recent Captain America story, though it was a total rip-off. There's an article about that issue in here somewhere.

Thanks to everyone who wrote in after issue #1 came out. I've gotten letters from some really cool people. Thanks for picking up the second issue, too. I hope you like it more than #1. If you do, or even if you don't, please write me a letter and let me know. I'm not ruling out a letter column in future issues.

Also, thanks to Patrick for lending me the 1994 Marvel shareholder's report and the book from which this issue's cover image was taken, Jack Kirby's Heroes and Villains (Pure Imagination Publishing, 1994), thanks to Shawn Murphy for the photo of MODOK at Universal Studios Florida in the back of this issue, thanks to Devlin for helping me find MODOKs that I may have missed, and thanks to everyone who took the time to draw a picture of MODOK in their letters to me.

MODOK'S DAY OUT

BY PATRICK DEAN. APRIL 14th, 2003

NEXT ISSUE: IF THIS BE NO HAT!!!

MODOK Mismanages Marvel's Money:
The 1994 Marvel Entertainment Group Shareholder's Report.

At one time, the future looked pretty bright for Marvel Comics. People were buying all kinds of foil-stamped Chrome Variant multiple cover comic books that didn't even have MODOK in them, X-Men were selling like crazy in flea markets across the country, there were lots of Marvel cartoons on the TV, and everybody still totally loved Wolverine. I don't understand it either, really, and I lived through it. Incidentally, it was during this period that my love of MODOK grew to something approaching its current size. When that Iron Man cartoon was on TV, and they made that MODOK action figure, my roommate and I bought a bunch of 'em on clearance from the toy store in the mall. They were great. Then we lined them all up on the porch and shot them with an air rifle. I totally love MODOK.

During this time of (I guess) unbridled prosperity, Marvel would publish these really cool comics to give to the shareholders instead of the boring, plain text-only shareholder's reports the other companies were giving out. Okay, well, they weren't really that cool, but the 1994 edition did have a little something extra.

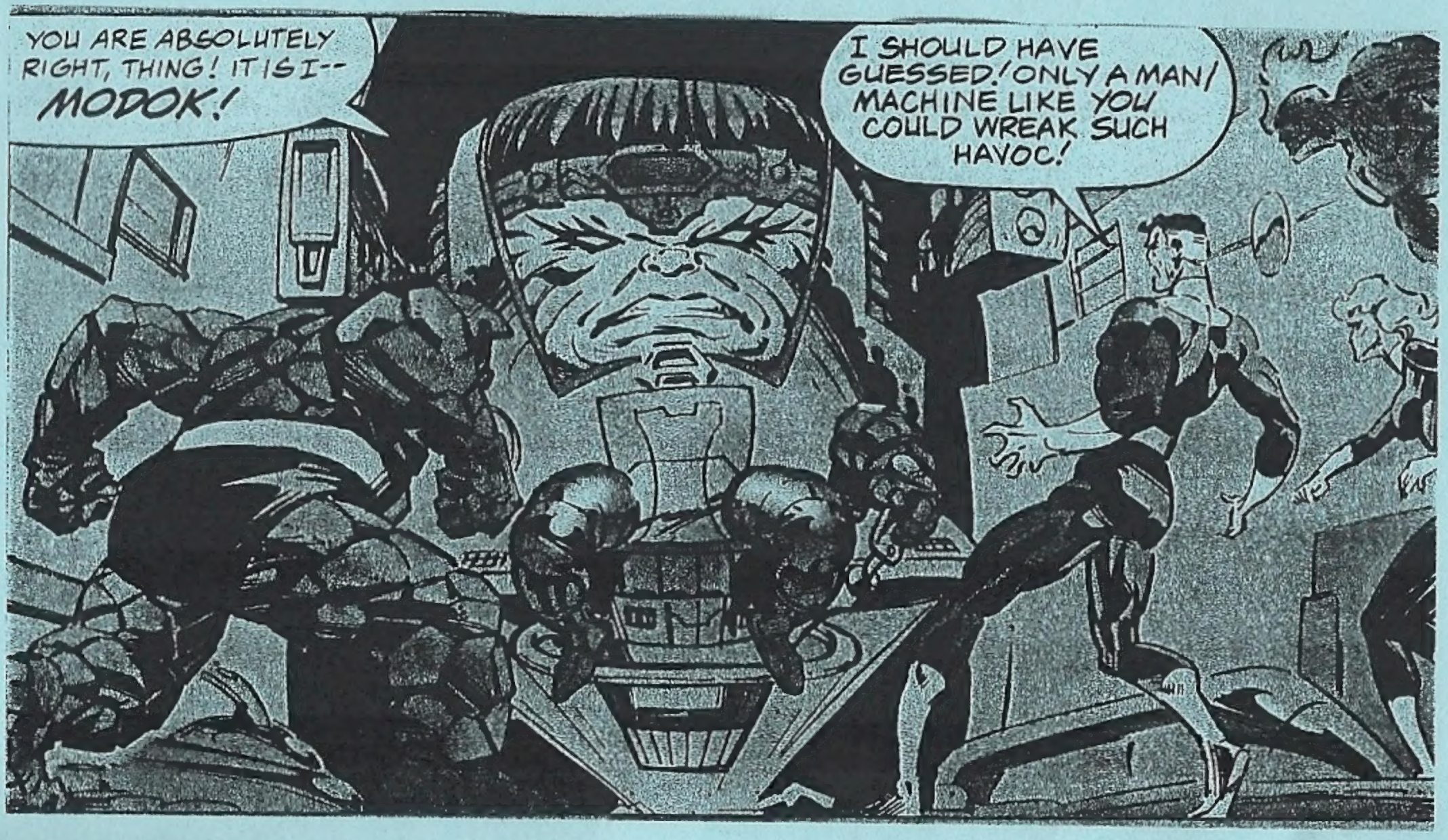
BANG! First page! I've said it before, and I'll say it again. The super-geniuses at Marvel *know* what sells comics, and this one wasn't even for sale! Still, nothing inspires investor confidence like a guy with a giant head in a rocket chair, so there he is.

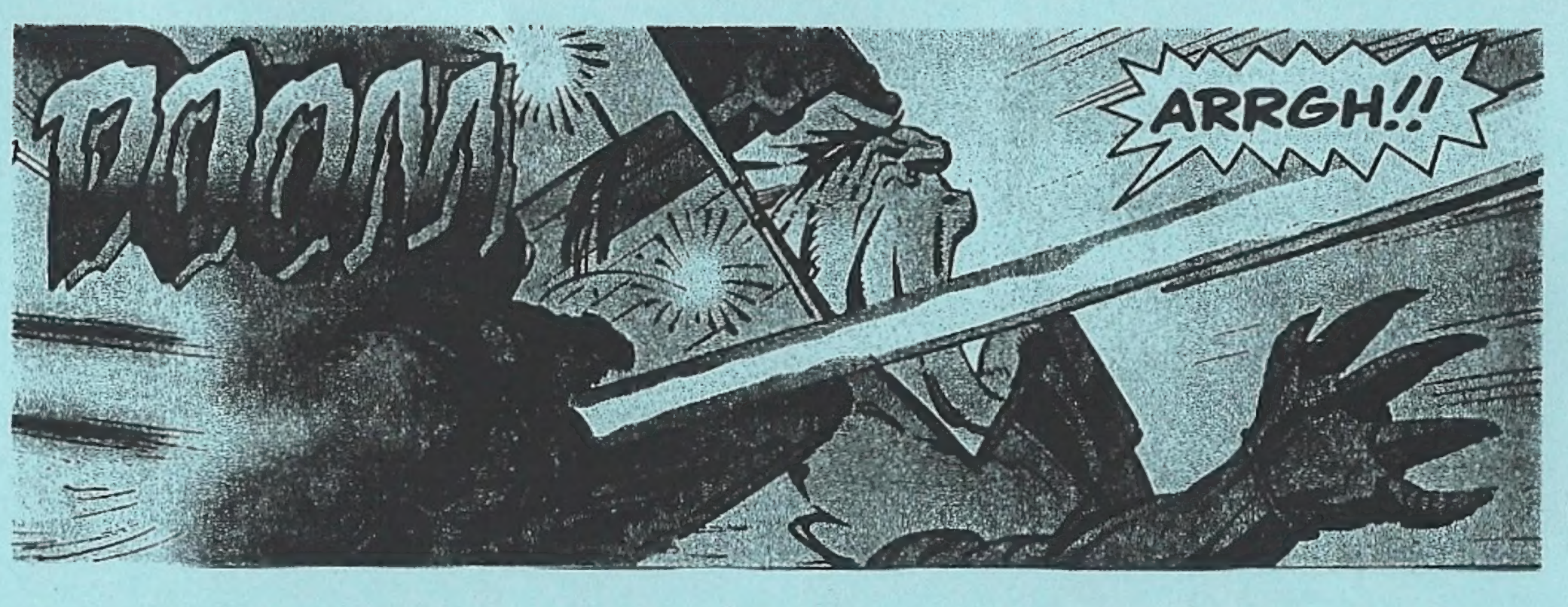
He's not really doing much, though. He's kind of just sitting there while Mandarin watches the news. In fact, he's not even mentioned. He's probably plotting how he's going to steal everybody's money and go to Atlantic City for a month. MODOK was always plotting stuff like that.

Okay, this comic is really, really boring. It reads like it's some sort of financial document or something. That may be because it is, in fact, some sort of financial document, but still, you'd think the guys at Marvel would've maybe jazzed it up a little bit. Just throwing Spider-Man into random panels doesn't always work.

The "plot" is both really dumb and really confusing. The newscast that MODOK and the Mandarin were watching was about Marvel Entertainment group, and how great they are and how much money they'll make for you so you'll never ever have to go to work again. There are all sorts of floating logos and pie charts and bar graphs, and even a map. Then Iron Man starts fighting a giant robot. Then the robot just suddenly vanishes, and some pie charts come out of Iron Man's chest. B-O-R-I-N-G.

Later, the Fantastic Four are hanging out at their house, just talking about the great investment opportunities offered by Marvel Entertainment, when all of their machines start coming to life and attacking them. That's interesting. Maybe. So The Thing figures out that MODOK must be behind the "doodad machines" coming to life, and, as if on cue, MODOK breaks through the wall and just sort of hovers there, looking awesome.





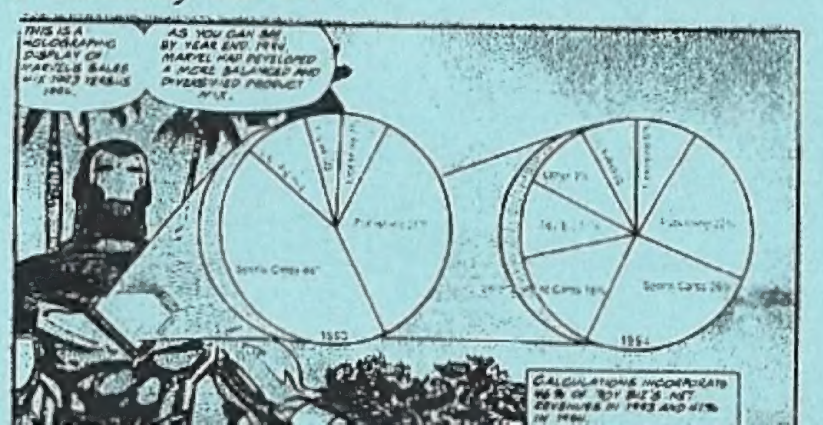
It's over pretty quickly, though, because then War Machine comes in and shoots MODOK with a laser, MODOK falls over, and War Machine tells the Fantastic Four to continue with the broadcast (this is all still part of that newscast, you see) and the Marvel Heroes keep talking about Marvel and how they give all their shareholders birthday cakes made of solid gold or something.

I pretty much stopped reading here. There's no more MODOK, so there's not really a point. Some highlights from the rest of the issue, if you can call them that, include Captain America playing basketball while talking about how great trading cards are, and then Spider-Man does something and then there's The Hulk doing some stuff, and *wow*, this "comic book" is boring.

Oh, in one of the pages with The Hulk, there's a little drawing of something that looks like it's maybe supposed to be MODOK. He's really small. It's probably because he was only pretending to be knocked out earlier, and he stole War Machine's wallet, and he's way off in the distance, on his way to Atlantic City to play blackjack.

The rest of the book has more lame "action" and profit reports but it's really dumb. How dumb, you ask? At the end of the "story", some of the "greatest Ultras of the Malibu Universe" show up to help the Marvel Heroes catch some bad guy or something. That's how dumb.

Oh, and then there's this gem: "At March 2, 1995, the Company's outstanding bank indebtedness was $386.9 million." That was probably MODOK's fault, too.


THIS IS A HOLOGRAPHIC DISPLAY OF MARVEL'S SALES FOR THE FIRST YEARS 1990.
AS YOU CAN SEE BY YEAR END 1994, MARVEL HAD DEVELOPED A MORE BALANCED AND DIVERSIFIED PRODUCT MIX.
1993
1994

m.o.d.o.k.
ETHAN

Don't Waste Your Money!

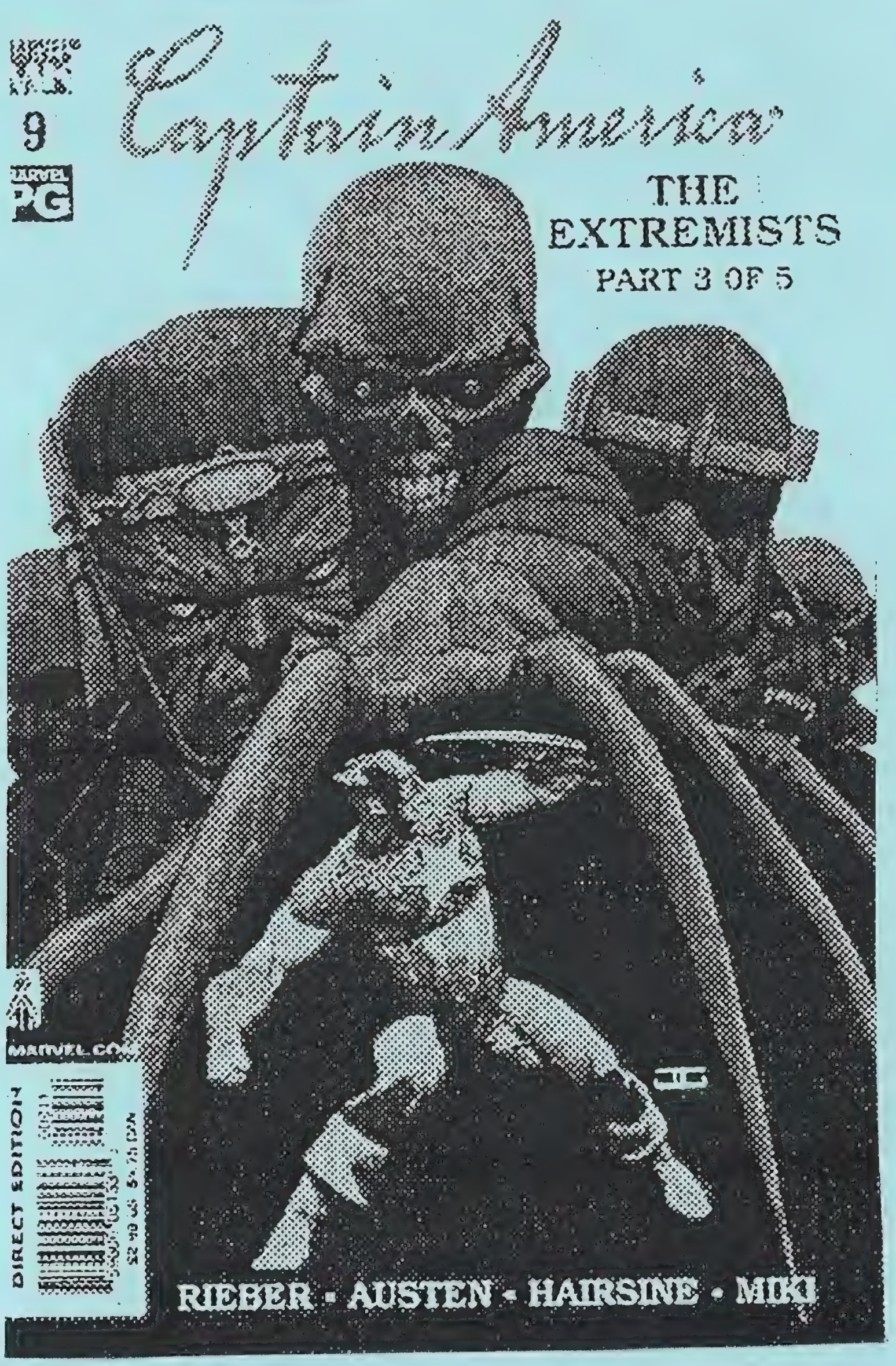
False Promises from the "House of Ideas"

Let's be honest. Marvel's not a stupid company. If they were, they'd have done more than *almost* go out of business once by now (and we all know that was MODOK's fault, anyway. . . see elsewhere this issue for details). They know a good thing when they see it, and they know what sells comic books. What *does* sell comic books, you ask? Why, MODOK, of course. It's simple. If you want to sell a comic to the kids, put MODOK on the cover, even if he's not actually *in* the book.

Still, this can be totally frustrating. How are you, the consumer, supposed to know when there's actually MODOK goodness inside a comic when he's right there on the cover? Fortunately, we here at the *Journal of MODOK Studies* are totally nice. We're here to help. We did the work of braving the comic shop employees' condescending gaze, opening the protective mylar bag and looking at the comic inside so you don't have to. We now present two comic books that promise you a MODOK that they just don't deliver. We keep writing letter after letter to our representatives in Congress, but this sort of thing is *still* legal. Aren't you glad we're here for you? Well, you should be.

So this is supposed to be the Beyonder "Against All Evil!" Well, it isn't. Just look at MODOK on the cover. He looks so *sad*. Do you want to know why he's so sad? It's because he never got a crack at the Beyonder. There are 138 panels in this story, and you'd think that Al Milgrom could've penciled MODOK into *one* of them. But he didn't. Of course after seeing how he drew Kang and Dr. Octopus on the cover, MODOK fans should actually be pretty happy about this. Seriously, *look* at that. Ridiculous. Some books say this issue's worth anywhere between two and nine dollars. I say somebody owes us a MODOK!

This cover's actually pretty nice. Look at MODOK over there. He's looking all menacing. You can tell he's totally ready to mess Captain America up *really* good. Too bad he never gets the chance, because he's not in this issue. We here at the offices of the *Journal* didn't really read this issue. There's no MODOK, so what's the point. It looked kind of boring anyway. A friend tipped us off that MODOK actually shows up in the next issue. We didn't read that one, either, but we are printing the *one panel* that MODOK's in from that book, too. We just saved you six *more* dollars. Your purchase of this issue of the *Journal of MODOK Studies* has now officially more than paid for itself. You're welcome.

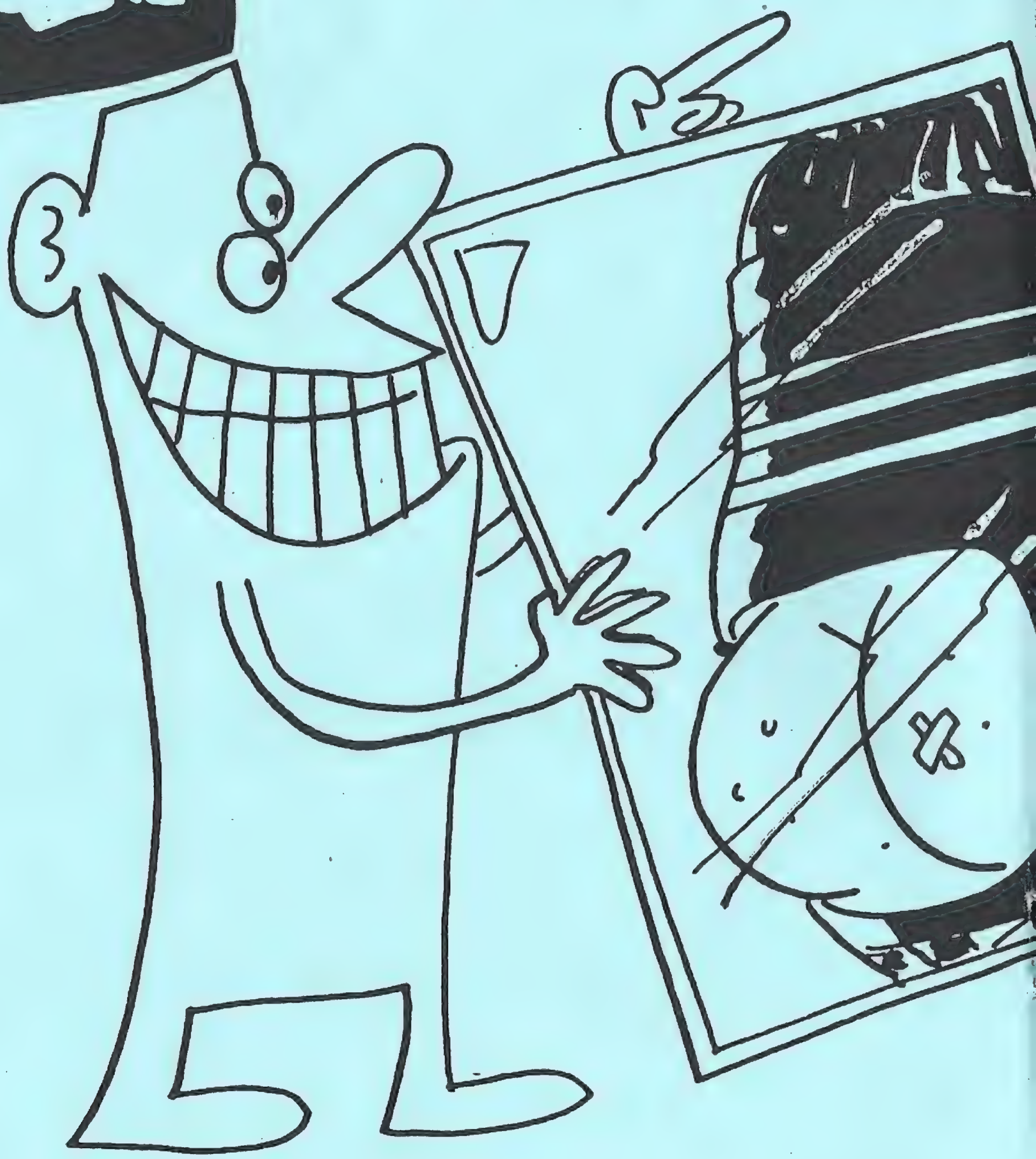


MODOK the Menace by BenT

SON! HOW MANY TIMES HAVE I TOLD YOU NOT TO BOTHER MR. WILSON WHEN HE'S IN HIS GARDEN?

TF 4/13/09 ACC 03
timflanagan.fakeback.com

PLAYMODOK

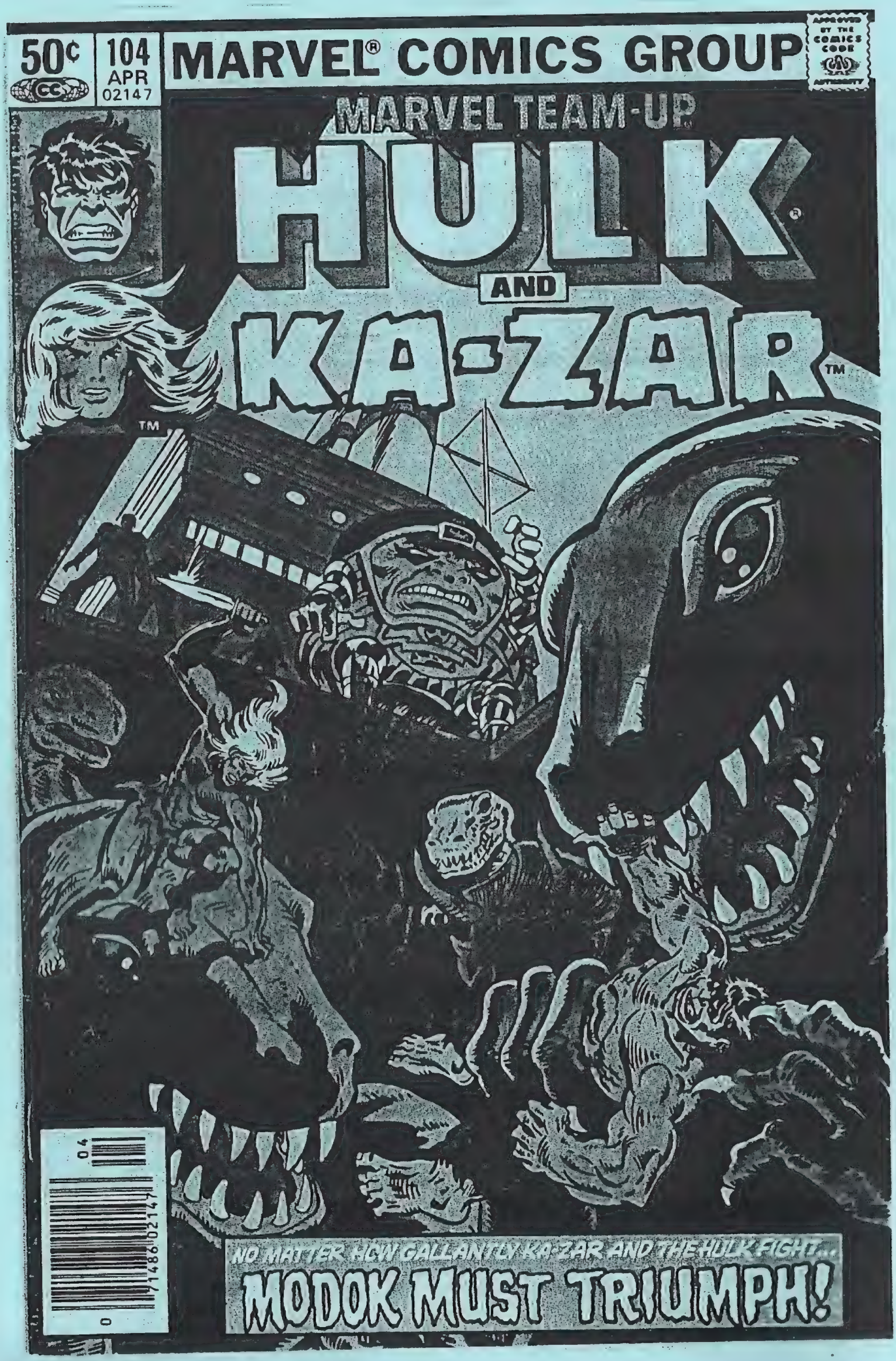


MISS SEPTEMBER

PLAYMATE OF THE MONTH

MODOK, The Hulk, Dinosaurs and Boats:

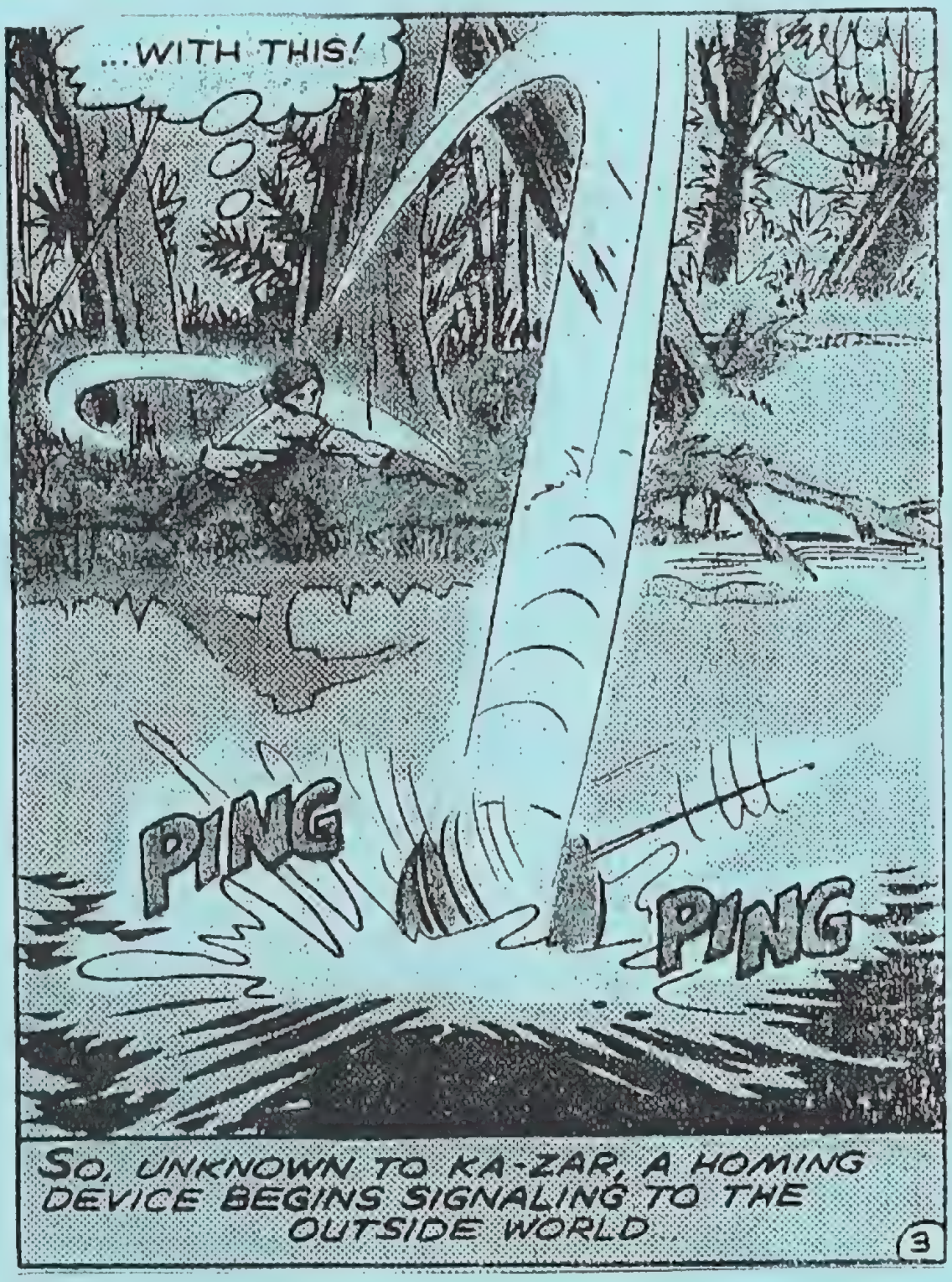
An appreciation of Marvel Team-Up #104



I don't really think that MODOK interacted with dinosaurs enough. It would only make sense to have the thing with the biggest brain EVER controlling the walking tools of destruction with history's smallest brains, right? I guess not. Still, we know that the super geniuses at Marvel Comics saw the light on this at least one time. April 1981 saw the publication of Marvel Team-Up 104, teaming The Hulk with Ka-Zar. Yeah, I know. I wouldn't buy it either. Somebody on the island of Manhattan with connections must have dropped this little bombshell on the fine folks at Marvel, because they went and did the ONE THING guaranteed to sell books. They put MODOK on the cover. MODOK and some dinosaurs. Some dinosaurs that are trying to eat the Hulk. Now THAT, my friends, is one fine comic book! Let's begin, shall we?

Okay, so apparently in the heart of Antarctica, there's a lush, green jungle. I don't know how it got there. Let's just assume that, ummmm, Power Pack put it there. Or maybe it was Cloak and Dagger, I don't know. So, according to the narration, dinosaurs still roam the Earth here, but Ka-Zar is King! Part of his royal duties apparently include killing Tyrannosaurs that have been "marauding local villages", because as the story opens, that's what he and his saber-toothed tiger friend Zabu are doing. Ka-Zar leaps onto the dinosaur's back and just starts stabbing away at it with a knife. Eventually, this kills the dinosaur. I'm not going to ask how a twelve-inch knife blade can bring down a 40-foot reptile because seriously, when you have humans fighting dinosaurs in the jungles of Antarctica, I think it's time to throw the science book out the door.

So, Ka-Zar kills the dinosaur and starts yelling to nobody in particular about how great he is, when some guys show up with guns. Ka-Zar and his tiger beat the crap out of them, and they run away. But not before one of them throws a homing device into a lake. "Ping Ping", says the homing device. But to whom?



Well it certainly isn't time to find out yet, because the Hulk is fighting a helicopter on the top of the Golden Gate Bridge! How exciting! He's captured a little girl and taken her to the top of one of the bridge's towers because she is his friend. Still, when one of the policemen walks up the bridge support cable, after he's done being threatened by the Hulk ("Hulk does not like you, Little Man"), she tells the Hulk that she wants to go back down with him. This angers the Hulk because *he* wanted to carry her down, so he lunges at the policemen, gets shot a few times, screams at the police and jumps into the water. Soon, he climbs onto a dock, changes into Dr. Banner, and goes to a Salvation Army Kitchen for some food. All that kidnapping and yelling and getting shot sure must work up an appetite.

HULK. HULK DOES NOT LIKE THAT.
HULK DOES NOT LIKE YOU, LITTLE MAN.
OH--!
YOU, DIDN'T HE? BANNER ALWAYS TORMENTS HULK!
HULK, NO! IF YOU'RE MY FRIEND DON'T HURT HIM! PLEASE...I WANT TO GO WITH HIM.

While he's at the shelter, Dr. Banner meets a salty old stereotypical Sea Captain who has "met a lady who wants me to settle down an' I believe I will." So he offers to let Banner take his place on the ship he was going to board. So, Banner does just that, even though he's obviously *not* the guy whose name's on the papers the old sailor gave to him. Still they let him on, and we're treated to a montage of Banner (in purple pants and a green shirt, so that the reader doesn't forget that he *is*, in fact the Incredible Hulk, since it has, after all been *one whole page*) swabbing the deck, polishing a mast, moving a box, and generally doing sailor type stuff.

SLOW DOWN, MATE. THAT CHOW--IF YA WANNA CALL IT, THAT--AIN'T GOIN' ANYWHERE.
HAGGERTY'S THE NAME. JACK HAGGERTY.
YOU LOOK DOWN ON YOUR LUCK.
THEN FORTUNE'S SMILIN' ON YA. I WAS GONNA SHIP OUT ON A FREIGHTER-- GOT THE PAPERS HERE AN' EVERY-THING.
BUT I MET A LADY WHO WANTS ME TO SETTLE DOWN AN' I BELIEVE I WILL.
YOU CARE TO TAKE MY PLACE ON THE SHIP--

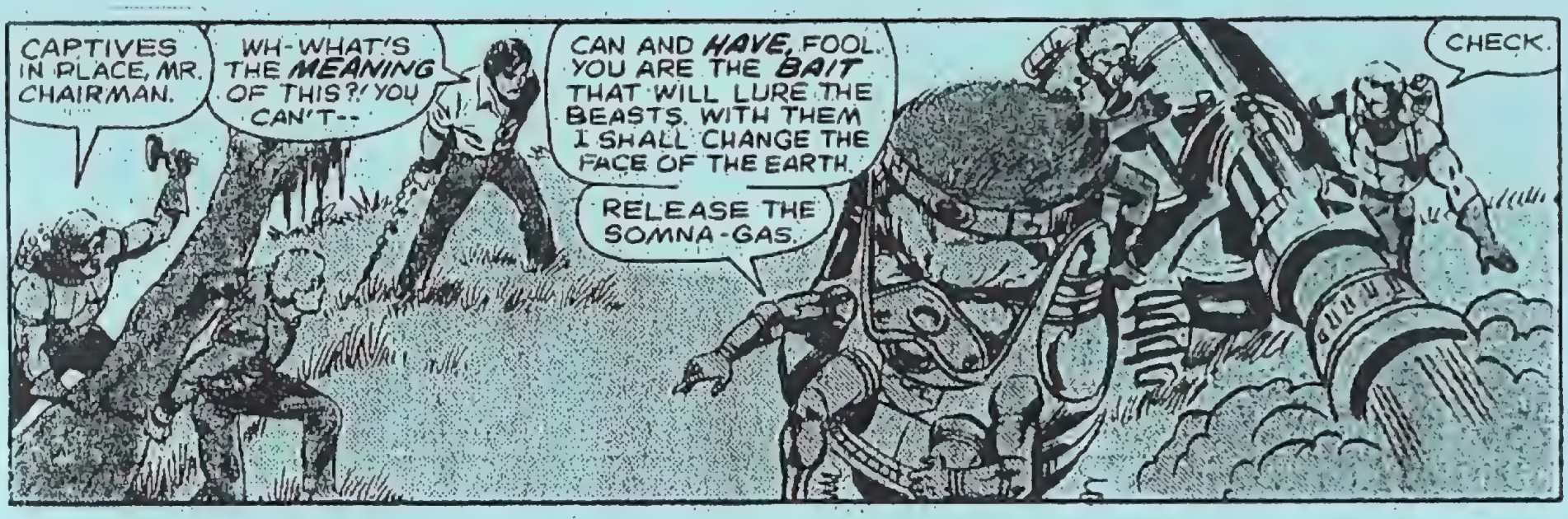
Then, several weeks out to sea, Banner is moving a box into the hold when an armed guard tells him that the hold is "off limits, Mate". Banner's not going to let that kind of talk stand. He decides, with a shipmate's help, to go back and break into the hold just to see what is so important that it must be guarded (but apparently not guarded 24 hours a day, since there's no trace of a guard on duty at night). In the beams of their flashlights, they see many vehicles and weapons, "enough to equip a small army", and then Banner's friend Scott shines his light on something strange. Something orange and oddly giant-head-in-a-floating-chair shaped. I wonder what it could be?

I WISH I KNEW. THERE'S ENOUGH HARDWARE TO EQUIP A SMALL ARMY.
DOESN'T THAT STRIKE YOU AS A BIT ODD--
--CONSIDERIN' WE'RE LOGGED AS A MERCHANT SHIP?
NO ODDER THAN THESE CRATES, SCOTT. 'X' MARKS THE SPOT...
...BUT I DON'T RELISH BEING ON IT.
DAVID, OVER HERE... HURRY! I'VE FOUND SOMETHIN'...
...B-BUT I'M NOT SURE WHAT...
12

Oh, yeah, it's totally MODOK. Totally. And he makes a little joke. He says, "my men call me 'chairman' for obvious reason". Now *that's* comedy, folks! Then Scott totally messes up and heckles him. HE shouts out "Monster's more like it". So MODOK shots him and Banner with a brain blast. Nobody likes a wise-ass.

THEN PERMIT ME TO INTRODUCE MYSELF. MY MEN CALL ME CHAIRMAN-- FOR OBVIOUS REASONS--
--BUT FOR THE ADVANCED IDEA MECHANICS' SCIENTISTS THAT... ALTERED... ME SO VERY LONG AGO CHRISTENED ME MODOK.
MONSTER'S MORE LIKE IT!
MODOK STIFFENS, HATRED TWISTING HIS ALREADY MISSHAPENED FEATURES...
...THEN...
CALL ME THAT AGAIN--
--MY NEXT MENTAL THRUST WILL DO FAR MORE THAN STUN!

We learn that the ship isn't really the "tramp steamer" it appears to be, but some kind of crazy rocket boat, and that MODOK is using it and the weaponry in the "off limits" part of the hold to go to Antarctica and take back some dinosaurs for himself so he can use them to "change the face of the Earth". Using "Somna-Gas", MODOK puts all the dinosaurs to sleep. Remember Ka-Zar? He's still around, and all this Somna-Gas gets him kind of upset. He attacks MODOK and his men, but gets a lung-full of the gas himself and blacks out. He awakes as he's being tossed into the hold of the ship (where Dr. Banner and Scott are chained to the wall) with a bunch of dinosaurs and his Saber-toothed Tiger Zabu.


CAPTIVES IN PLACE, MR. CHAIRMAN.
WH-WHAT'S THE MEANING OF THIS?! YOU CAN'T--
CAN AND HAVE, FOOL. YOU ARE THE BAIT THAT WILL LURE THE BEASTS. WITH THEM I SHALL CHANGE THE FACE OF THE EARTH.
RELEASE THE SOMNA-GAS.
CHECK.

Dr. Banner is completely freaking out by this point, and as usual, this leads to him changing into the Incredible Hulk. The Hulk breaks the chains that held puny Banner, punches a dinosaur in the face and starts fighting with Ka-Zar. Then the Hulk totally goes crazy on all the dinosaurs, shouting "HULK DOES NOT LOVE LIZARDS!" and punching them all over the place. He breaks out of the hold, followed by Ka-Zar and Zabu, where he's spotted by MODOK. MODOK doesn't have the time to knock the Hulk out with the Somna-Gas, so he shoots him with a brain blast instead. This only serves to make the Hulk angrier, obviously. So he starts throwing cannons and other giant pieces of metal MODOK's way. MODOK blasts him again, and gloats about his supremacy until Hulk grabs his rocket chair and punches him in the face.

MODOK keeps trying to blast the Hulk, but it *still* does nothing. I love MODOK and all, but you'd think he'd have another trick up his sleeve for times like this when the ol' brain blast just doesn't work out. Soon, Zabu attacks MODOK, and Ka-Zar commands that MODOK not be killed. He says that No life, "no matter how twisted" is to be taken without just cause. I guess he forgot that MODOK's pretty much guilty of *attempted murder of the entire world*, but the reason for this is probably that MODOK is so totally great and smart that he hypnotized Ka-Zar into not killing him when nobody was looking. That's just the kind of thing MODOK would do.

So MODOK is handed over to the "authorities" (his own men in disguise, no doubt. Remember, he's the smartest guy EVER), and the Hulk, Ka-Zar, and Scott go their separate ways. Clearly, MODOK's the winner here. He knows where Ka-Zar's precious secret land is, so he can pretty much conquer that at his leisure when the Hulk isn't around to foul up his plans. He knows that the Hulk can withstand his main weapon, so he can re-calibrate or whatever he does to make sure that he's ready next time, and he got out of this whole conflict free as a bird since he convinced Ka-Zar that he was "knocked out" and that Scott was handing him over to the "Authorities". I'm pretty sure Scott was working for MODOK all the time, anyway, and they're probably off in the lair smoking cigars and laughing at that idiot green guy and that dumb cave man. Stupid humans. MODOK will have his revenge.

AND HULK IS HULK!
N-NO! STAY BACK!
BIG-HEAD CAPTURES HULK... TRIES TO KILL HULK... THEN WANTS HULK TO LEAVE HIM ALONE
BIG-HEAD IS DUMBER THAN HULK.
21

Here's Why Joe Quesada Should Just Go Ahead And Sell Me The Rights to MODOK.

The *Journal of MODOK Studies* responds to a recent interview.

Admittedly, there are many opportunities for hypocrisy in today's modern world. In my personal, non MODOK-centered life (what little there is left of it), I will admit, if asked, that large corporations have, more often than not, lost sight of the lives of the people who do all the real work for them. It seem like these companies have lost sight of the very thing that got them to their current position. That said, I sure do love to drink Coca-Cola, regardless of the way they may treat their workers, or how "imperialist" their actions may or may not be. (Keep in mind that I'm not really smart enough to know what that means, by the way. I think I read it on a bumper sticker or something).

The same thing goes for Marvel Comics, kind of. Sure they have been unleashing utter poop on the comic-readers of America (and other nations) for years now, but they gave us MODOK, so there's no way we could completely turn our backs on them. Well, while *we* may have no problem remembering MODOK and from whose "house of ideas" he came, it seems that the current resident of said "house"- Joe Quesada- (Marvel Comics Editor-In-Chief) *is* having a little problem remembering MODOK and that he has control over him.

Website Chud.com recently ran an interview with Mr. Quesada from the Wizard World East comic convention in which he proved woefully ignorant on all matters of MODOKery. Read on, and then feel free to launch a massive letter writing campaign to Marvel Comics demanding that MODOK be sold off to someone who cares enough to actually remember who he is. Someone like the *Journal of MODOK Studies*.

The interview, conducted by Sean Fahey (a guy who seriously seems to know his MODOK) on 8 June, 2003, starts out talking about typical boring "look-what's-coming-soon-from-Marvel" but quickly gets to the good stuff when Sean asks Quesada "**What are the chances of us seeing a MODOK limited or monthly series?**". This is probably the best question ever asked in any interview ever in history, though admittedly, we're a little biased. Let's take a look at Quesada's answer, shall we?

"Ahh, probably next to…zero to next to none. You know, the light hearted answer is 'who the hell cares?' (*laughter*) The real answer for me is more like…the whole MODOK saga is exactly the kind of thing that we've tried to avoid at Marvel, which is something that is very heavily continuity based, alternate universe based, designed to make the X-Men universe even more convoluted and confusing than it's ever been"

Okay, seriously, *what the hell is he talking about*? Oh, it gets better. Sean tells him that he actually *has* a pitch for a MODOK series about MODOK's early career called "HEAD". This is a good idea. It's funny, it's smart, and it's the kind of comic book that we'd really like to read. So, of course it's the kind of thing that Marvel would never publish. And what was all that stuff about making the *X-Men* more convoluted? What was all that stuff about *alternate universes*? Here's your answer straight from the Editor-In-Chief.

"Oh, wait, we're talking…you know what? I'm thinking…no, no, no, who's the *other* guy? Mojo. You're thinking MODOK. Oh, the big head guy!

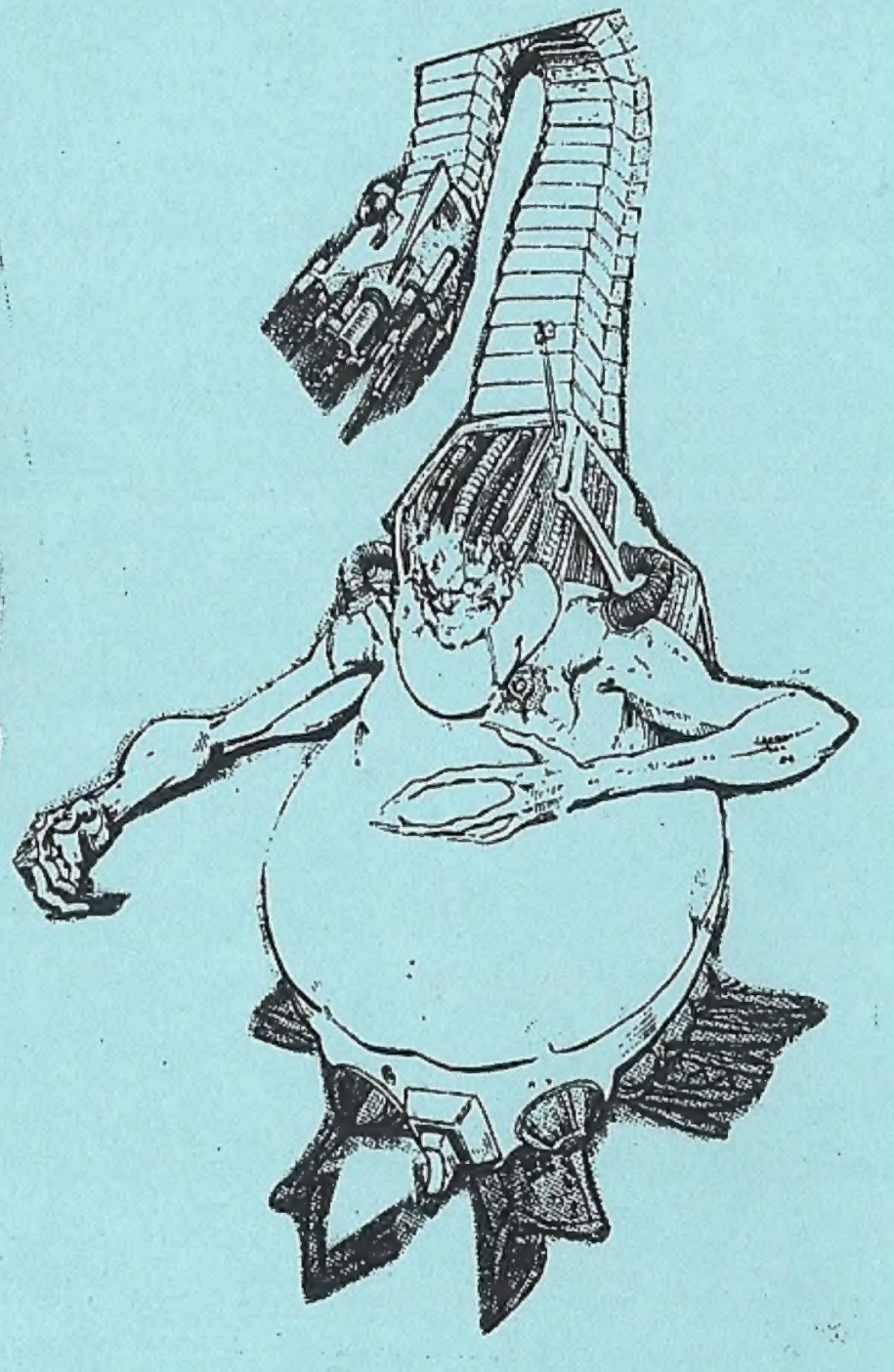
Yes, Joe, the "big head guy". You know, the greatest thing ever created by the greatest artist to ever work for your company? Yeah, *that* guy. So after Sean totally schools him on MODOK knowledge, Quesada comes back with the following.

"I'll tell you what's really cool about MODOK. MODOK is one of the greatest visuals *ever*…when you see it, it's one of the coolest things on the *planet*. Actually, you know, MODOK is a cool looking character."

Then the conversation goes into stuff like CrossGen and other stuff that nobody should care about. So, yeah, one of "the coolest visuals *ever*, huh, Joe? One of the coolest things on the *planet*, eh? Is he so amazingly cool that you *can't even remember who he is*? Sure, he may be a busy man, but remembering who Marvel characters are is what this guy (at least partially) gets paid for doing, and here he is admitting in public that he just can't do it.

This Sean Fahey guy sounds like a fine person. I hereby award him, without his knowledge, the *Institute for MODOK Studies* Friends of MODOK Award For Special Achievement In The Field Of Promoting The Awesomeness Of MODOK. Congratulations, Sean. Now if only Chud.com would put their mailing address on the website somewhere that's easy to find so I could mail him the certificate I made for him. While I'm looking for that, you guys should start writing your letters to Marvel Comics so they'll sell MODOK to me. My wife and I have been saving money for a down payment on a house eventually, but I'm sure she'll understand that a greater need has arisen.

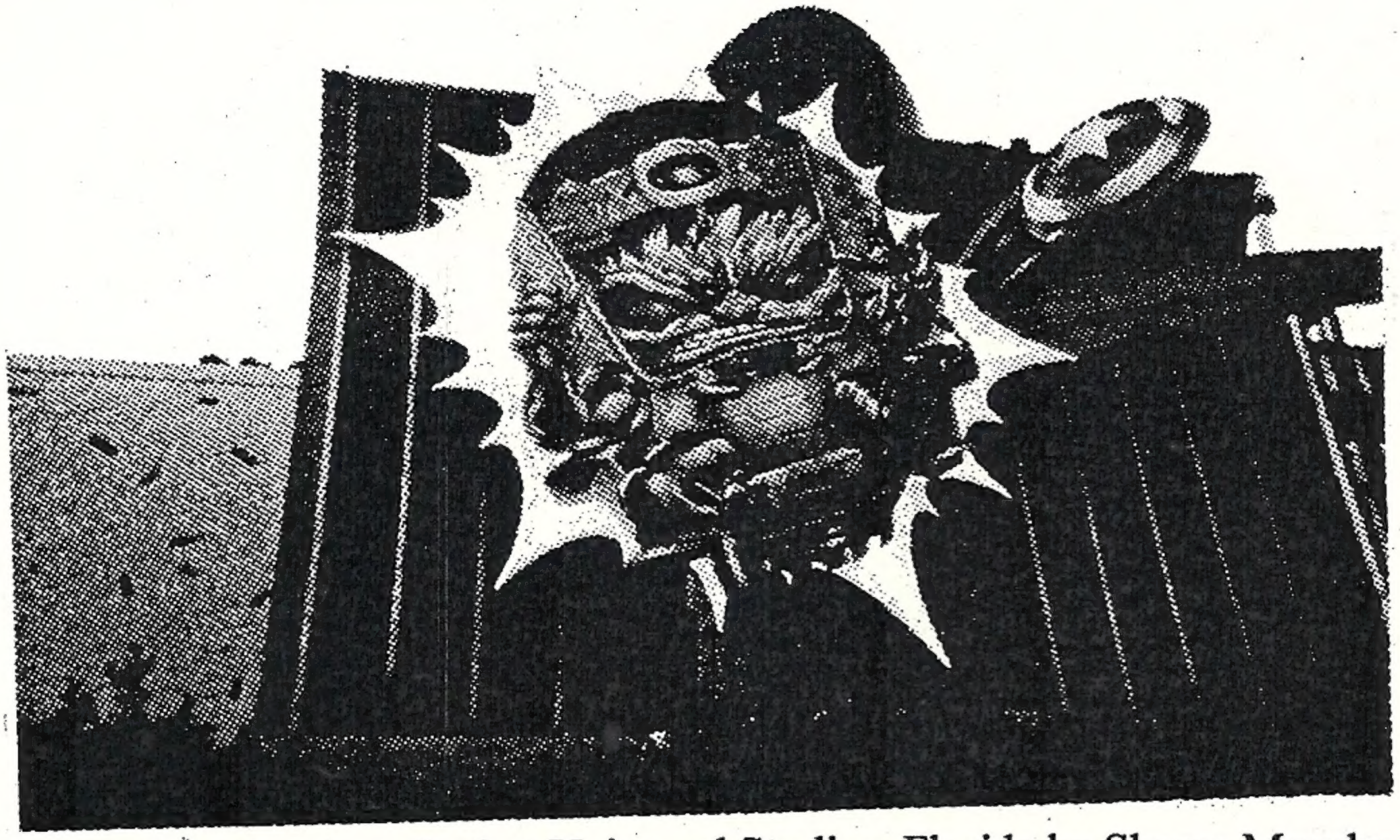
MODOK



NOT MODOK

COMING NEXT ISSUE:

ALL HAIL MS. MODOK!!!



MODOK Photographed at Universal Studios, Florida by Shawn Murphy.
Awesome.